

STOP
NOT TO BE
TAKEN FROM
THE
LIBRARY!

1997 YEARBOOK

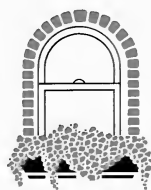
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PENNSYLVANIA
HORTICULTURAL
SOCIETY

"Grow with us."



PHS members are on top of the world.
Here they visit Eoin and Noeline
Garden's garden, near Miller's Flat in
New Zealand; it took 30 minutes to go
up the driveway before they got to
this splendid view.
photo by Betsy Gullan





THE PENNSYLVANIA HORTICULTURAL SOCIETY

1997 YEARBOOK

Grow with Us

July 1, 1996 to June 30, 1997

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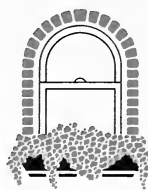
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*The Pennsylvania Horticultural Society seeks to
inspire residents of the Greater Philadelphia
Region and beyond to practice the art and science
of horticulture.*



Front cover: William Fisher, a Center City gardener, makes every inch count as he encourages blooms amidst bricks and mortar. Fisher's window boxes were among the more than 500 gardens visited in summer '96 by 370 judges in the City Gardens Contest. photo by Ira Beckoff

The Pennsylvania Horticultural Society
100 N. 20th Street
Philadelphia, PA 19103-1495
Phone: 215-988-8800 Fax: 215-988-8810
Website: www.libertynet.org/~phs



MESSAGE FROM THE PRESIDENT

When I wrote this message last year, we had barely unpacked our boxes in the new headquarters and many of us were struggling with new computer systems, faxes and voice mail. Now I wonder how we ever did without all the comforts of our new building. From the increased size of the auditorium, to our elegant and spacious McLean Library and the convenience and pleasure of having all staff members together under one roof, there's so much to enjoy at our new address.

At the start, our exterior appearance was hardly to be admired. Members complained they couldn't find us because we didn't have any signs. Twelve months later, you can hardly miss us on the corner of 20th and Arch with large signs and even a strip of green neon to guide night owls. And our planter boxes, brimming with brightly colored petunias, verbenas and ornamental grasses, would definitely merit consideration for a prize in a block contest.

The change has worked very well for our staff, and I believe our members and volunteers are as enthusiastic about the accommodations and find the location convenient to a variety of forms of transportation.

Strategic Planning

With the Flower Show and headquarters moves behind us, a Strategic Planning Team started work with a consultant, Trina Soske from the Hillcrest Group, Cambridge, Massachusetts. Since the fall, team members have studied programs and activities, we have looked at current costs and financial models for the future, we have surveyed members, Flower Show visitors and participants in our community greening programs and talked to city officials. It has been exciting to express the dreams we have for the future of PHS and also to see how we can bring them to reality. In the months ahead, we will bring these dreams and realities together for discussion among staff and Council members.

Morris Cheston and Ann Reed

In my role at PHS, I am fortunate to enjoy not only the support and hard work of thousands of volunteers and a superb staff, but also the enthusiasm and wisdom of our governing board, the Council. From the start of 1993 until January 1997, Morris Cheston has chaired the Council during one of the most interesting times in the Society's history. Early in his term, we suffered



(Left to right) Jane G. Pepper, president; Ann L. Reed, chair; Morris Cheston, Jr., immediate past chair, newly re-elected Council member.

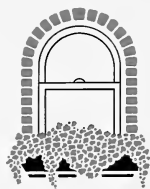
the Blizzard of '93, which closed the Flower Show two days early with considerable financial losses. Three years later we enjoyed record Show attendance, our most successful financial year ever and the move to the new headquarters. Morris was definitely the right person for the times and on behalf of the Council and staff, grateful thanks to him for all he has done for PHS and also for agreeing to remain a member of Council.

In January, we welcomed as our new chair Ann Reed, who has volunteered in many capacities at PHS over the past decade. From Flower Show staging to development, to judging the City Gardens Contest and serving on the Philadelphia Green Advisory Board, Ann has always proved ready to take on a new

challenge. And I know she too will be the right person for the right time at PHS as we define the Society's goals for the next five years through the Strategic Plan.

To members, volunteers, donors and cheerleaders, thank you so much for all you have done for PHS during the past year. We have exciting times ahead for the organization, and I look forward to having you participate however you are able.

Jane G. Pepper
President



PROGRAM DEPARTMENTS

Educational Services Roots & Reach

Membership, Publications, Library, Outreach and Special Events departments are a virtual Alice's Restaurant where, horticulturally speaking members and others can dip into a wide menu of educational services. A brief sampling of the breadth of topics offered in the past year includes how to: divide perennials or go "beyond marigolds" to add color to your garden (**Brown Bag lunches**); garden in the shade or create magic with daylilies (**Members' Workshops**); trace worldwide influences in your garden (**Green Scene**); prune and care for street trees or find the resources to fence your community garden (**Tree Tenders and Garden Tenders**); and correct the conditions that make your houseplants' leaves turn yellow (**Horticultural Hotline**). In publishing ventures such as *The Philadelphia Treebune* and *Philadelphia Green News*, private and community gardeners learned not only how to do it, but how their neighbors do it, too.

MEMBERS' ACTIVITIES

Giving time, inspiration, financial support, and enthusiasm, Society members participated in record numbers through the year — 600+ for the Annual Plant Dividend, 1,200 for the Members' Opening at the Harvest

Show, and 1,200 eager visitors during the May, June and July Garden Visits.

The Society is ever-grateful to those who work hard to provide pleasure and enjoyment for the entire membership — the Members' Committee chaired by Patricia Sanders; Annual Plant Dividend co-chairs Mary Ann Thomas and Lee M. Raden and their generous plant donors; and the gracious gardener-hosts who open their gardens for other members and guests during the Garden Visits each spring.

Garden Visits

Lafayette Hill, Ambler, Gwynedd Valley

Cynthia and Morris Cheston
Phoebe and Lee Driscoll
Carole F. Haas
Sigrid and Bert Klett
Audrey and George Nichols
Susan and Jay Vandegrift

West Chester and Downingtown

Susan and Richard Armstrong
David Culp
Ann and Jerry Hudnall
Inta and Ernest Kromboltz
Ellen and Eric Petersen
Ann and John Swan

Main Line

Gail and Dan Bubenick
Joan and Steve Clark
Hutchie and Jerry Cummin
Carol and Jerry McConomy
Cindy and Fred Weiss
Sally and Tom Wood



At Home members' events are highly subscribed popular outings that give visitors a chance to learn in small groups how the experts do it at their growing sites. Here Nancy Volpe shows how she repots an orchid in her greenhouse after sharing other growing tips with the enthusiastic visitors.

Our 8,500 members are a diverse group ranging from novices to experts, young and old, rich and poor, residents of city, suburb, and country. A membership analysis of zip codes reveals: 77.5% are Pennsylvanians; New Jersey claims 12%; and Delaware, Maryland and New York account for another 5%. Members hail from an additional 28 states and three foreign countries. The City of Philadelphia claims 19% of the total membership. Almost 4% comes from western to central Pennsylvania. The remaining 54.5% live in Pennsylvania communities and counties in the Greater Philadelphia Region.

PUBLICATIONS

Green Scene completed its 25th year — that's 150 issues since the first one appeared in September 1972. Since its inception, 636 area authors have written about regional horticulture, many of them first-timers who have gone on to write books, to write for national publications, and to

gain other kinds of recognition in horticultural circles. The Society's original goal of creating broader regional horticultural connections through *Green Scene* has extended beyond the Greater Philadelphia Region to seven horticultural organization's member subscribers in Pittsburgh, San Antonio, New York, New Jersey, Maryland and Ohio. Individual non-member subscribers number about 1,600 and extend throughout the United States and as far away as France, Africa and the United Kingdom.

At the Philadelphia Flower Show, 34,000 copies of a 108-page **Program** were sold to provide visitors with information and stories about exhibitors, the Marketplace, a floor plan and advertisements to be used as a year-round resource to meet gardening needs.

Showtime, a daily newsletter, helps connect the Flower Show family of exhibitors, volunteers, PHS and Convention Center staff members with each other and with what's going on.

The Society annually updates its members through the **Yearbook**. It's a great way to step back and see where we've been: what happened at our Shows; how Philadelphia Green is doing; where our members have been and what they've done during the year as well as a way to keep volunteers, committees and funders informed. And it's an especially great way to check out how the Society manages its fiscal affairs.

PHS News is published 11 times a year, and includes information about workshops, tours and lectures available to members, as well as a quarterly two-page insert of *Bookends*, which lists newest offerings from the McLean Library.

LIBRARY SERVICES

Browsing by Book or Computer

The newly dedicated McLean Library, named for William L. McLean, Jr., the Society's treasurer from 1949 to

1951, continues to benefit from the McLean Contributorship, which has helped buy many of the furnishings, shelving, computer software, and hardware now in use at our new address.

The street-level Library at our year-old Society headquarters, along with our new user-friendly phone system, stimulated an unprecedented number of horticultural inquiries. With the added impetus of fax and e-mail, reference questions numbering almost 4,000, more than doubled over the past year.

Members of the Society and of the North American Rock Garden Society borrowed 3,308 books and videos compared to 2,887 in the previous year, and bought many others at the **Annual Book Sale** held concurrently with the **Members' Plant Dividend**.

The McLean Library held a joint **Friends of the Library** event with the Academy of Natural Sciences, its

William L. McLean 3rd and Charlotte Betancourt cut a garland at the dedication of the McLean Library at PHS's new headquarters. A generous gift from the McLean Contributorship enabled the Library to upgrade its shelving, computer hardware and software and furnishings. The Library honors William McLean, Jr., who was the Society's treasurer from 1949-'51. Charlotte Betancourt shared the honors with Bill McLean when the new Circulation Desk was dedicated in memory of her late husband, Raul Betancourt, Jr., an active and enthusiastic Council and Library committee member.



photo by Ira Beckoff



(Left to right) Volunteers Lee Raden and Irene Slater chat with two PHS members who came to pick up their plant dividend at the special members' event. Experienced members grow and contribute several thousand of these unusual and often hard-to-find plants.

new neighbor right down 20th Street, where Dr. Howard Wood spoke on "Orchid Treasures of Our Libraries" using rare orchid books from the two library collections.

Fifteen gardening experts, volunteers all, staff the **Horticultural Hotline** (215-988-8777), answering calls from 9:30am to noon, Monday through Friday, January through November. The experts handled more than 2,000 inquiries — most of them through the phone, but some came via the Internet website at www.libertynet.org/~phs

SPECIAL EVENTS

Celebrating Fruits of Loving Labor

Youngsters from 43 schools, 4-H clubs, Scouts and pre-school programs proudly displayed their growing interests with 678 entries at the **Junior Flower Show**, "Philadelphia's Cultural Exchange: People, Places and Plants" held at Memorial Hall.

Every summer hundreds of Philadelphians plant a seed, a tree, or a tomato plant in hopes of creating a

patch of beauty or treats for a tasty table. In July and August, some 500 of these people open their gardens to volunteer judges in the **City Gardens Contest**. In 1997, an army of 375 judges crisscrossed the city admiring accomplishments and offering both horticultural expertise and encouragement for the flower and vegetable gardens, tree lots, garden blocks and other garden variations. In November, winners and well-wishers gathered at the Annenberg Theater on the University of Pennsylvania campus to celebrate another successful gardening season.

OUTREACH

Taking Trees and Gardens to the Max

With help from a William Penn Foundation grant, 600 Philadelphians in 66 community groups got hands-on training for tree care in the urban forest. Since 1993, nine classes of Tree Tenders have formed a maintenance and advocacy network around the city from the Powelton Village Tree Tenders in West Philadelphia to the

Sea Change Tree Tenders in North Central Philadelphia.

Ten Tree Tenders groups initiated partnerships with local schools in their Adopt-a-School Program sponsoring at least three activities during the school year: e.g. classroom games of Environmental Jeopardy, Arbor Day celebrations; field trips to parks and nurseries.

Inspired by the energetic and enterprising Tree Tenders' success, Outreach staff members formed a Garden Tenders training course to help people develop good gardening

and community organizing skills. This year 78 adults and young people participated in two Garden Tenders' basic training courses.

With additional continuing education sessions, graduate Garden Tenders carried their learnings back to their neighborhoods. For example: six new community and home gardens exist within the Southwest Community Development Corporation area because a Garden Tenders graduate organized a course there, and the Friends of Dickinson Square found resources to fence 19 more gardens.

When the judges came to C'Anne Anderson's Center City roof-top garden for the City Gardens Contest they found the contestant had a relaxed "no sweat" attitude about their deliberations.



photo by Ira Beckoff

Philadelphia Green

COMMUNITY GREENING

Turning toward the Green

When the Presidential Summit for America's Future came to town in late April, volunteers came out by the thousands to clean and green Philadelphia's streets.

Philadelphia Green staff and volunteers joined the corps of 5,000 to plant street trees and gardens. Doug Morgan, director of the Boys & Girls Club of Germantown, said of the effort: "The biggest, most important part of this Summit is that we are establishing really significant relationships that are with us for the long-term."

Morgan's words testify as well to the year-round work PHS's Philadelphia Green does with communities to help develop long-term growth and support enthusiasm to rebuild their neighborhoods.

A Garden Center Full of Peat and Promise

A newly built Garden Center on Frankford Avenue in the Kensington

section of Philadelphia has all the elements of being a long-term winner. A central feature of a 100-block area that contains 1,100 vacant parcels of land, the Garden Center is the keystone of a five-year project to bring economic and aesthetic revitalization to a demoralized community.

For six weeks last summer, six volunteers from AmeriCorp, a national team of young people working on community projects throughout the United States, joined with the Society and the New Kensington Community Development Corporation. Together they created the Garden Center where tools, topsoil, wood chips and gardening information will be "accessible to every one in the neighborhood."

The Garden Center, the first of its kind in Philadelphia, brings it all together in the Kensington section of the city where Philadelphia Green has assembled a wide-ranging partnership that brings together many volunteer groups including students and teachers from Kensington High School. The Garden Center serves as a focal point for additional vacant land management planning intended to

At the 1997 Presidential Summit for America's Future, Governor Ridge joined in the bustle with thousands of other volunteers by planting perennials and trees, and helping to landscape a senior center in Philadelphia's Vernon Park.



photo by Ira Beckoff

bring an impoverished neighborhood to life.

The New Kensington Community Development Corporation's director John Carpenter calls the Garden Center "one of the most high-impact, visible, and transforming projects we've ever done."

Moving into new areas: Getting to Know You

Philadelphia Green is moving into three new areas of the city and partnering with the local Community Development Corporations — Frankford Group Ministries, Greater Germantown Housing and Development Corporation, and Association for Puerto Ricans on the March.

Using greening as the tool, our mission is to work with these housing developers and service providers to raise community awareness, build support for neighborhood renewal, and infuse the energy of community greening into the overall neighborhood improvement efforts.

Community Gardens: keystones in Neighborhood Rebuilding

All Philadelphia Green projects do just that — green Philadelphia neighborhoods. And they have the additional goals of generating positive energy, encouraging new people to join in neighborhood activities, and enhancing the aesthetics of the spaces they occupy. Perhaps nowhere is this more important than at the greening projects the 33 housing sites subsidized by the Philadelphia Housing Authority, where energy and enthusiasm make up for lack of resources.

Residents have created flower gardens at senior citizen housing complexes in Germantown, a large vegetable garden on adjacent vacant land in North Central Philadelphia,

photo by Brenda Miller



and tile murals to complement a planted play area in West Philadelphia.

Providing technical assistance and funding for garden upgrades and repairs, the Society, through its Greene Countrie Towne program, continues its commitment to older community gardens. As an offshoot of this work in established projects, Philadelphia Green began the Keystone Gardens program, which helps community residents develop long-term maintenance plans for those large community gardens that, over the years, have become fixtures on their streets and jewels in the hearts of those who tend them.

Parks in Progress: Building New Initiative

A Parks Revitalization Initiative, begun in 1993, with a grant from The William Penn Foundation, helped not only to clean up the grounds of Wharton Square in Southwest Philadelphia, Germantown's Vernon



The *Americorps* help Philadelphia Green staff to construct a Community Garden Center in North Philadelphia's New Kensington neighborhood. New Kensington is the site of a new program initiated by PHS and the City's Office of Housing and Community Development to establish a neighborhood-based open-space management system to address vacant land in Philadelphia.

Parks, and Norris Square in North Philadelphia, but to build new community partnerships and reinforce continuing stewardship there. To aid park friends' groups in this task, Philadelphia Green published "Parks

in Progress," maintenance manuals to leave with the park stewards to enable them to continue the work they've begun.

In 1996 this Initiative was expanded to include six new sites: Carrol Park,



photo by Patricia Schriber

Rasheeda Hyman (left on balcony), on staff at The Sarah Allen Homes, introduces formerly homeless women who led a summer youth program to international visitors.

Elmwood Park, Fairhill Square, Gorgas Park, Malcolm X Memorial Park, and Wissinoming Park. The park groups selected as partners for the second grant cycle range from small, newly formed groups with limited membership and capabilities to larger groups able to galvanize neighborhood support of their communal green spaces.

PUBLIC LANDSCAPES

An A+ Trio and a Chorus of Color

Not all of Philadelphia Green's **Public Landscapes** projects start with "A," but a good portion of them do. At the Airport, at the Azalea Garden behind the Philadelphia Museum of Art, things are greening up with pilot plantings, redesigned

landscape planters, and a master plan for perennials and groundcovers.

Reaching across the city to create improved vistas, Philadelphia Green's Public Landscapes is creating a true boulevard along the 2000 block of **John F. Kennedy Boulevard** to cheer commuters and visitors coming into the city from 30th Street Station.

Another vista in the offing is on the **East Terrace of the Art Museum** where old trees and shrubs have been removed to make way for a new, rich palette of shrubs and perennials. This is just one phase of the partnership between PHS, the Philadelphia Museum of Art and the Fairmount Park Commission to restore one of the city's great landscapes to meet the demands of this urban cultural and recreational institution.

In October '96 several hundred members came to an Open House at the Society's new headquarters.

Here a small group of visitors stop to review a model of a neighborhood with buildings and open spaces that will be committed to future community greening projects.



photo by Ira Beckoff



Volunteers from Logan Square Neighborhood Association and the Mayor's Office of Community Service filled four giant dumpsters with trash they cleared from the embankment on the 2000 block of JFK Boulevard. The site will eventually be a beautifully landscaped gateway into Center City from 30th Street Station. Part of PHS's Public Landscape Program, the soon-to-be transformed boulevard will be funded through private and public sources.

Philadelphia Green also worked with **Head House Square** residents to install plants and colorful annuals at the Head House's Shambles; plantings, benches, and light standards in the **cover park** surrounding the **Vietnam Veterans' Memorial** at Spruce and Front Streets; and design Phase II landscape improvements at the **Ramparts and Eakins Oval Plaza** as part of the Art Museum Rehabilitation Project.

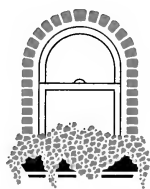
Many of these projects are helped along by dedicated volunteers who continue their hard work of weeding, watering and refurbishing plantings, such as the **Ribbons of Gold**, throughout the city. Volunteers, too, cleaned up the trash along John F. Kennedy Boulevard, one of the newest Philadelphia Green efforts.

The staff **trained 24 Streets Department bridge and highway engineers, designers, and construction inspectors** to increase their general awareness of trees in the urban environment. This training will be offered again for additional Streets Department employees and the contractors they hire.

SPECIAL FUNDING for Philadelphia Green

This year, the Society's Philadelphia Green Program received two major three-year grants from the Pew Charitable Trusts and The William Penn Foundation. This support, along with funding from the City's Office of Housing and Community Development, enables Philadelphia Green to:

- help create community gardens, revitalize parks, plant street trees and interest people, young and old, in the environment;
- work with community development corporations to make vacant lands part of the neighborhood's revitalization planning;
- work with the public and private sectors to encourage and develop well-designed and maintained public green spaces in the city's downtown area and at its gateways.



SHOWS

photo by David Swanson



Renny - The Perennial Farm won the Best Achievement award in the Landscape Category for creating an elegant and serene atmosphere for their 1997 Flower Show exhibit: *A Chinese Scholar's Garden*.

The Philadelphia Flower Show

Pennsylvania Convention Center
March 2 to 9, 1997
Judging and Preview
March 1

With one year's experience at the new Show site behind exhibitors, volunteers, PHS staff and visitors,

some of us felt almost as if we were returning to the old family homestead when we moved into the Pennsylvania Convention Center for Flower Show '97. Within a few hours, staff members had found old friends among the Center staff and contractors, and had renewed their acquaintance with the easiest way to access every corner of this enormous, 10-acre building.

In '96 we showcased local

horticultural treasures. In 1997, we stepped out with an ambitious theme "The Great Exchange — People, Places and Plants," designed to highlight the horticultural exchanges that go around each day, as people the world over exchange plants, plans and ideas. A whimsical centerpiece sculpture illustrated the proliferation of communication technologies used in horticulture. Surrounding the sculpture, a group of six Ikebana masters from Japan, all women, created large-scale arrangements with bamboo and flowering stems to illustrate an old Japanese tale. Nestled alongside the four arrangements were mood gardens, staged by Meadowbrook Farm.

Also included in the central feature was a Dutch bulb field with 50,000 flowers, including 80 varieties of tulips, staged by the International Flower Bulb Center, Holland, and a joint exhibit staged by Pershore College of Horticulture, UK, and the Williamson Free School of Mechanical Trades from Media, Pa. Together,

students created a whimsical scene depicting a maiden's dance in an English pub garden. The Italian region of Liguria returned with a colorful hillside garden, and from Belgium we welcomed two talented arrangers from the Belgian Flower Arranging Society.

Attendance was the second best in the Show's history, with some 278,000 visitors, compared to 301,000 in 1996. Reasons for the decline from '96 to '97 are several. In 1996, we believe we received a significant "bump" from local residents who had not had an opportunity to visit the much-publicized Convention Center. Also, weather always affects the Show. The winter of '95-'96 was unusually harsh and by late February, people were desperate for signs of spring. Show Week '96 was fair and warm, making access easy and pleasant. For '97, conditions were reversed, with a mild winter and snow and sleet forecast for Show Week. And finally, we believe the crowded aisles of '96 deterred potential visitors in '97, although they need not have been concerned



The live moss and lichens growing atop the 100-year-old shingles in Romano's Landscaping major exhibit, *The Potter's Shed*, were watered nightly to keep the roof fresh at the 1997 Flower Show. Romano's won the Best Achievement award in the Landscape Category for best spring woodland garden, the Chicago Horticultural Society Medal, and the American Horticultural Society Citation.



The 1997 Flower Show theme, *The Great Exchange: People, Places and Plants*, inspired major exhibitor J. Cugliotta Landscape/Nursery Inc. to create *Oriental Exploration*, which stopped visitors in their tracks. Here an 18th century explorer set up camp in the Far East surrounded by a dazzling wildflower meadow. Cugliotta won the Best Achievement award in the Landscape Category for best imaginative meadow, and The Philadelphia Flower Show, Inc. silver trophy for the most distinctive garden in the Show.

because the changes we made in the aisle layout following analysis of the '96 Show enabled visitors to see the exhibits in relative comfort even when we had 47,000 visitors on closing Saturday, our biggest single day ever.

The Show only happens because of

Who said children's activities are only for kids! Here's a race to the finish line in old potato sacks at the 1996 Harvest Show where pumpkin painting, vegetable prints, mask making, and apple bobbing, held under the children's tent, offered great fun for parents and children alike.

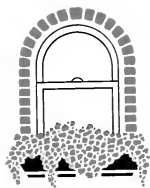
the endless enthusiasm of our exhibitors, our staff and our volunteers, which this year numbered some 3,500. We also greatly appreciate the cooperation we receive from organizations such as the Philadelphia Police Department and the Center City District who guide visitors, and also from representatives from the transit agencies who have done so much to encourage people to ride mass transit to the Show.

The 1996 Harvest Show

Silver Screen Harvest was the glitzy theme interpreted at the 1996 Harvest Show. More than 4,500 people attended the two-day event and were dazzled by tributes to comedians, actors, and movie classics in the design section. Preserved products, baked goods, flowers and vegetables filled the Horticulture Center in Fairmount Park as community and suburban gardeners competed for prizes. Educational exhibits from area organizations, a bustling marketplace and a full complement of children's activities combined to create a fun experience for every member of the family.



photo by Ira Beckoff



PREVIEW DINNER

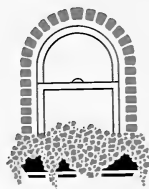
The 1997 Preview Dinner Committee, chaired by Robert C. Young, welcomed 3,200 guests to the gala opening to the Flower Show, one of the most popular events in Philadelphia. Guests had a chance to enjoy the Show at a leisurely pace during the cocktail hour. Thanks to the Dinner's sponsor — *the Cadillac SuperNetwork*, one lucky guest won a year's lease on a Cadillac Catera from a special drawing held that evening.

More than 2,100 guests remained for an elegant, seated dinner in the Ballroom. Floral centerpieces representing England, Italy, Japan, The Netherlands, The United States and Belgium celebrated the international theme of the Show.

The Pennsylvania Horticultural Society is especially grateful to all our guests, whose contributions enable the Society to forward the cause of greening in Philadelphia.



Jane Pepper, president PHS; Mary Jo Strawbridge, chair 1997 Flower Show Executive Committee; Richard L. Smoot, president and chief executive officer PNCBank (Philadelphia/Southern New Jersey); Philadelphia Mayor Ed Rendell; and Bob Young, chair 1997 Preview Dinner Committee, gather to cut the garland to formally open the Flower Show at the Preview Dinner.



PUBLIC RELATIONS AND MARKETING

The *cyber*World is our Garden

Internet explorers stepped into a cyber world of earthly delights during the 1997 Flower Show when PHS teamed up with Show sponsor, Time Publishing Ventures, to create Flower Show Virtual Reality. The 1997 "Best in Show" landscapes exhibits were videotaped for the Internet to provide browsers with a virtual tour of the gardens. The Flower Show Website at www.libertynet.org/~flowerho/ also provides a whole new realm of gardening and horticultural information and experiences that include The Flower Show Village, a cyber-compilation of the Flower Show's major exhibitors and marketplace vendors, offering information about products, services and gardening expertise.

Visitors to the PHS Website can obtain information about PHS's shows, programs and services; view photos of beautiful gardens; download videos and a monthly calendar of PHS events; and garner gardening advice, all at www.libertynet.org/~phs

The Internet provides PHS with the opportunity to develop new audiences. Since PHS launched its Websites in September, 1995, the average number of hits or visits have grown from 70 a week throughout the year and more than 3,000 during the 1995 Flower Show, to more than 200

visits a day and more than 30,000 during the 1997 Flower Show.

Good Day Philadelphia

Already highly regarded for her twice-weekly columns in the *Philadelphia Inquirer*, Jane Pepper made several spring and summer appearances on Fox Philadelphia's "Good Day Philadelphia" morning news program, giving gardening tips, advice and ideas. Her new book, *Jane Pepper's Garden: Getting the Most Pleasure and Growing Results from Your Garden Every Month of the Year*, published by Camino Books, debuted at the 1997 Flower Show and drew widespread recognition from the media, including favorable reviews in the *Philadelphia Inquirer*, *Publisher's Weekly* and *The Garden Tourist*.

In the Field

Philadelphia Green received heightened media attention this year during the Presidents' Summit on Volunteerism, April 27-29. Cameras rolled as Governor Ridge and other celebrity volunteers assisted PHS staffers and community gardeners with plantings along Germantown Avenue. As part of its Summit coverage, ABC's Good Morning America visited Aspen Farms community garden in West Philadelphia and interviewed garden coordinator, Hayward Ford.



Jane Pepper and Mayor Ed Rendell strut with the Mummurs, welcoming and leading 400 New Yorkers from a special Flower Show train that arrived on the last Saturday of the Philadelphia Flower Show. The visitors came to get a brilliant preview of spring at the Pennsylvania Convention Center.

\$\$ Power of the Flower

In 1997, the Flower Show generated an economic impact on the City of \$22 million over the Show's eight days, up from the \$15 million generated in 1996.

The 1997 economic impact is attributed in part to Flower Show Week, now in its second year. The flower-filled citywide celebration attracted visitors to more than 90 tie-in attractions, up from 34 the previous year. The successful program was awarded The Public Relations Society of America's 1996 Pepperpot Award for Special Events.

Creative hotel packages generated increased lengths of stay in the City by Show visitors. According to Show surveys, overnight hotel guests totaled 22,550 during Show week in 1997, up from 17,980 overnight guests in 1996. About 42.7 percent of Show visitors come from beyond the eight county Philadelphia area, helping to drive up City hotel business.

PHS partnered with a number of key marketers at the '97 Flower Show as part of its successful sponsorship program, which began in 1987. In addition to raising Show revenues, sponsors helped bring the Show to a broader audience.

- PNC Bank, the Show's Presenting Sponsor for six years, also contributes significant dollars to promoting the event citywide — from advance ticket sales in branches, to banners and bus shelter posters throughout the City, advertising in regional publications and a floor guide handed out at the Show.
- Cadillac Motor Car Division joined the Flower Show as a Premier Sponsor in 1997, after debuting as the 1996 Preview Dinner Sponsor.
- AT&T, back after a brief hiatus, sponsored the Central Feature sculpture in the '97 Show, symbolic of "The Great Exchange," or communication among people in today's technologically advanced world economy.

Other 1997 Flower Show sponsors included ACME/SmithKline Beecham; B-101.1 Radio; Byers Choice, Ltd.; CoreStates; Drinker Biddle & Reath; Fox Philadelphia; Key Pharmaceuticals; Organic Gardening Magazine; Strawbridge's; and Sunset Books/Virtual Garden.

Publicity Results

An impromptu, special event — a Flower Show Train from New York — brought nearly 400 New Yorkers to town via Amtrak/SEPTA for a special visit on Saturday, March 8. The train was greeted by Mayor Ed Rendell, Jane Pepper, and PNC Bank and SEPTA officials at Philadelphia's 30th Street Station and contributed to Show's single day attendance record of 47,000 visitors.

The Philadelphia Flower Show netted significant media exposure across the United States.

Newspapers covering the Show included *Boston Globe*, *Christian Science Monitor*, *Detroit Free Press*, *USA Today*, *Washington Post*, *New*

York Times, *Newsday*, *Philadelphia Daily News* and *Philadelphia Inquirer*. The more than 2,100 clips showcasing the 1997 Flower Show as of March 31, also included coverage of major and competitive class exhibitors.

More than 300 broadcast segments covered the Show and its exhibitors, including CBS This Morning, NBC's The Today Show, and television and/or radio stations in Cincinnati, Dallas, Houston, Indianapolis, Los Angeles, New York, Philadelphia, and cable's Home & Garden TV.

A press conference staged in cooperation with Conard-Pyle Company on Monday, March 3, provided 65 garden writers with a behind-the-scenes tour of the Show.

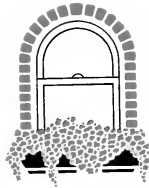
New Flower Show Video

The 1997 Philadelphia Flower Show Video was available on-site during the Show, the first time a video of the current Show could be purchased at the event itself. The video sold out at the Show and won a Telly Award in the Public Relations category.

PHS president Jane Pepper takes a moment out from her duties at the Philadelphia Flower Show to sign a copy of her newly released book *Jane Pepper's Garden: Getting the Most Pleasure and Growing Results from Your Garden Every Month of the Year*.



photo by David Swanson



TECHNOLOGY

As the Society settled into its new headquarters, we installed a new and networked computer system. Along with each new desk unit came a computer equipped with Windows, Microsoft Office, E-mail and other applications staff required. To enable staff to effectively use these tools, we set up a comprehensive training program.

In addition, the Society installed a state-of-the-art telephone system, with voice mail.

Technologically speaking, the Society has now put itself squarely into the modern age.

Joseph Robinson, Network administrator and Technical Support specialist, supervised the installation of more than 80 computers that linked staff to the local area network. Throughout the year Joe fine-tuned the network and coordinated the training necessary for staff to plug in to the new equipment, which also included Windows, Microsoft Office, E-mail, and other applications.



Visit PHS's Websites

PHS: www.libertynet.org/~phs

PHS's Philadelphia Flower Show: www.libertynet.org/~flowrsho/

VOLUNTEERS —

The Best of the Best

Often it's just as hard for volunteers to find the right projects as it is for organizations to find the right volunteer. PHS has been blessed with an incredible cadre of volunteers, and we like to make the fit just as good for each volunteer as it is for us.

There's no make-work at PHS. Every head, heart and hand moves our mission forward: at Shows, in community greening and public landscape work; at committee meetings; book sales and plant dividend distributions; at the ceaseless rounds of judging the City Gardens contests. The pages at the back of this *Yearbook*, which list committee workers, is just the tip of the iceberg. There are many hundreds more people on committees that we just don't have the space to list.

Our volunteers offer hundreds of thousands of hours in time, skills and specific products. Volunteers make life more wonderful and joyful for others. And if being needed is one measure of worth, PHS volunteers' value is incalculable.

At the Flower Show, for example, almost 500 volunteers staff information booths or station themselves on the Show floor to ease the visitors' passage through the Show's 10 acres. They check thousands of plant names; get up at 4 or 4:30am to be at the Convention Center on time to register Competitive Class exhibitors and to pass plants; they recruit exhibitors and they stage exhibits. And this year, two

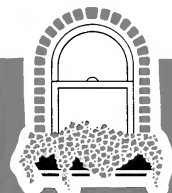
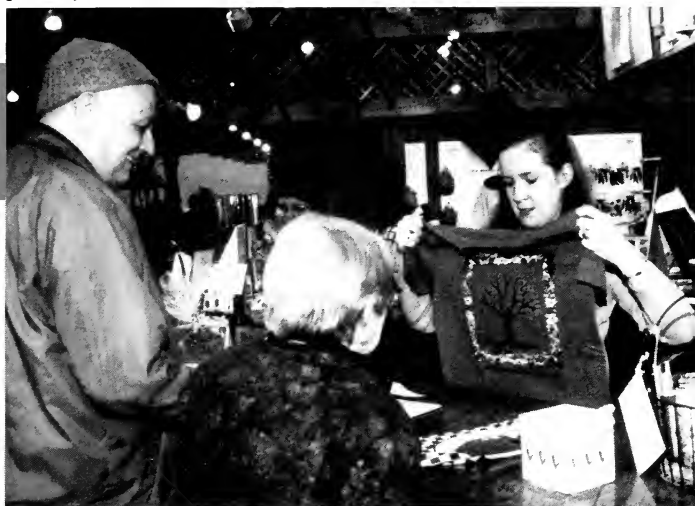
volunteers, Lee Raden and Anne Kellett, found experts to fill 165 slots at the new Gardener's Studio booths. These experts interacted on a one-to-one basis with Show visitors, answering questions, demonstrating techniques, discussing ideas and in general going about our business. People take vacations from work to participate in the Show; put marriages on hold and suspend hobbies and avocations.

We welcome and thank you volunteers, one and all; you keep the bloom on the Society.

photo by David Swanson



PNCBank Park, a haven for lost persons at the Philadelphia Flower Show, is staffed throughout the day and evening by PNCBank employees who volunteer their time to help at the Show. Throughout the week more than 100 PNCBank staffers help out at the Park and the PNCBank Hospitality suite, where the Show's presenting sponsor entertains their special clients.



In 1997, almost 400 volunteers worked at the Flower Show membership booth and Garden Shop. They kept merchandise in tip-top condition and tantalized visitors with membership offers and colorful Flower Show souvenirs.



photo by Ira Beckoff

Sandy Ward, with PHS chair Ann L. Reed, coordinated the making and hanging of more than 700 signs for the 1997 Flower Show: these included signs to identify Marketplace exhibitors, major exhibitors, and directional and informational markers.



Delmer Gill, chair of the Community Gardener's section of the Harvest Show and a member of the 1997 Philadelphia Green Advisory Board, judges blooms for PHS's City Gardens contest.



Lorraine Kiefer, of Triple Oaks Herb Farm and Nursery, lectures on herbal vinegars, beverages and jellies at the 1996 Harvest Show. Other topics in the Lectures and Demonstration series included pepper strings, the art of Victorian tea, and harvest flower arrangements.

photo by Ira Beckoff



Above left and right: PHS's Friends of the Azalea Garden and the Mini-Friends group gather to enjoy the beauty of the garden in May. The Garden Party raises funds to maintain year-round maintenance of the garden behind the Museum of Art on Kelly Drive — considered a Philadelphia horticultural treasure. **Right:** With the '97 Philadelphia Flower Show behind them and the '98 Flower Show a good eight months away, the Show family gathers in July to talk shop and enjoy a beautiful outdoor garden at Chanticleer in Wayne, Pa.

.....

We Celebrate Our
We Relax Together

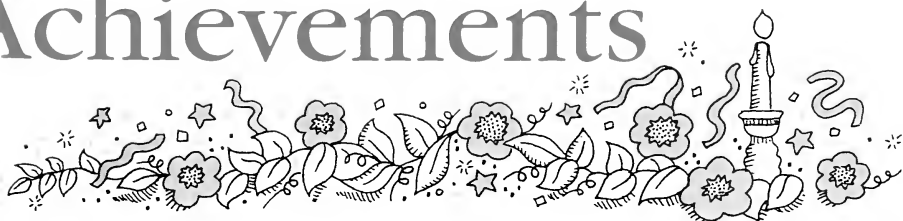


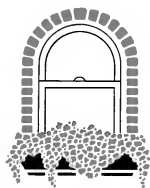
photo by Ira Beckoff



photo by Barbara Johnson

Achievements





AWARDS

PENNSYLVANIA HORTICULTURAL SOCIETY AWARDS

1996 Distinguished Achievement Award

Marco Polo Stufano

1996 Certificate of Merit

Andropogon Associates, Ltd.

Joanne Marano

James Taylor

1997 Collegiate Scholarship

Stephanie K. Kauffman

Laurie S. Smith

Anita K. Snyder

1997 PHILADELPHIA FLOWER SHOW AWARDS

Best in Show

Landscape:

J. Franklin Styer Nurseries, Inc.

Floral Design:

American Institute of Floral Design

Academic Educational:

Temple University

Nonacademic Educational:

Organic Gardening Magazine

Nonprofit Display:

Camden City Garden Club



photo by David Swanson

Competitive Class Sweepstakes

Horticultural Sweepstakes (Individual):

Mr. & Mrs. Samuel M.V. Hamilton

Runner-up: Sylvia Lin

Horticultural Sweepstakes

(Organization):

The Garden Club of Wilmington

Runner-up: Old York Road Garden Club

Artistic Sweepstakes (Individual):

W. Eugene Burkhart, Jr.

Runner-up: Jane Kilduff

Artistic Sweepstakes (Club):

Wissabickon Garden Club

Runner-up: Huntingdon Valley Garden Club

Competitive Classes Sweepstakes

(Club):

Old York Road Garden Club

Runner-up: Wissabickon Garden Club

Grand Sweepstakes (Individual):

Rosemarie Vassalluzzo

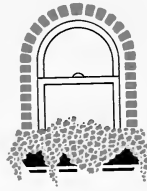
1997 GOLD MEDAL PLANT AWARDS

The 1997 Gold Medal winners include shrubs and trees, evergreen and deciduous; something for every garden. *Acer palmatum* 'Tamukeyama' is the best red maple of the dissectum group. Even in the hottest summers it keeps its red hue. *Buxus* 'Green Velvet', a reliably hardy boxwood is resistant to pests and disease. *Juniperus virginiana* 'Corcorcor' Emerald Sentinel™, a native evergreen tree, is ideal as a screen or as a specimen plant. *Koeleria paniculata* 'September' blooms when few other trees are more than green. Its yellow flowers are followed by rose-pink seed capsules. *Magnolia* 'Centennial' displays reliable, large white flowers each spring that often escape frost damage. *Viburnum* 'Conoy', a semi-evergreen shrub is ideal for foundation plantings. Tolerant of many soil conditions, it offers both plentiful bloom and persistent fruit. Once again the committee has selected a wide variety of plants, underused and well-suited to the home garden of any size.

Awards to: **Jane Pepper**
The Pennsylvania Society of
New York Gold Medal for
Distinguished Achievement and
The Royal Horticultural
Society Gold Veitch Memorial
Medal conferred "on persons
who have helped in the
advancement and improvement
of the science and practice of
Horticulture."

The winner takes all. Rosemarie Vassalluzzo, 13-time Flower Show Grand Sweepstakes winner (back to camera) receives heartfelt congratulations from Show chair Walt Fisher as Awards chair Sally Graham (right) offers her congratulations to husband Jules Vassalluzzo, the winner's greatest supporter and cheerleader.





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 In Memory of Evi B. Loeb



Flight of Fancy, the Zoological Society of Philadelphia's preview of colorful butterfly gardens where a rainbow of blooming flowers and lush leafy plants attract caterpillars, butterflies and Flower Show visitors, won The PHS Award of Merit for an outstanding exhibit in the nonacademic educational category.

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A youngster learns how to mulch trees at an Arbor Day celebration at Coryas Park. Each year, Philadelphia Green & Parks Department organizes Arbor Day in several Philadelphia parks; the day celebrates trees by providing fun and educational activities for school children.

Photo by Arla Beckoff



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Welcome, Jorene Jameson, and the hundreds of other visitors who came to PHS's Open House at our new headquarters.

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Philadelphia community greening enthusiasts learn to create wreaths, fragrant centerpieces and door swags at a Holiday Workshop at PHS. PHS's outreach department trains community gardeners to present creative workshops in their own neighborhoods; the workshops raise funds, bring people together, and provide a learning atmosphere.



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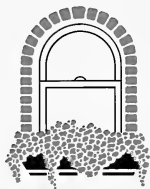
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REPORT OF THE FINANCE COMMITTEE

The following consolidated statements of net assets are prepared in accordance with generally accepted accounting principles. The Society adopted Financial Accounting Standards 116, 117, and 124 at the end of the prior fiscal year.

These statements reflect an increase in net assets, between fiscal years, of \$8,484,121. This increase is comprised of the following: excess of revenue over expenses of \$705,358, as shown in the accompanying statements of revenues and expenses; recognition of the full revenue from unconditional grants and gifts, as required by FAS 116, of \$4,184,407; and the recognition of realized and unrealized gains on investments, as required by FAS 124, of \$3,594,356. The recognition of revenue caused by accounting requirements does not affect the operations of the Society.

The consolidated statements of

revenues and expenses are shown on a modified cash basis and are not prepared in accordance with generally accepted accounting principles. These are the same statements that are used for internal management reporting and are consistent with those of previous years.

We are pleased with this year's financial results since they enable the Society to continue its greening efforts, public landscape and educational programs, and to make significant additions to our endowment. In comparing the results for this year with those of last year, it is important to note that the unusually high attendance at the '96 Show created unusually high operating revenues.

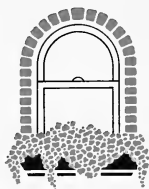
We are most grateful for the bequests from Mary Tyson Janney, Gertrude Moennig and Irene T. White during this fiscal year.

CONSOLIDATED STATEMENTS OF NET ASSETS

	Years Ended June 30,	
	1997	1996
Net Assets		
Unrestricted		
Council-Designated Endowment Fund	\$12,282,481	\$ 9,740,481
For use in future operations	7,349,399	6,887,903
Total Unrestricted	19,631,880	16,628,384
Temporarily Restricted	7,207,984	2,026,066
Permanently Restricted	1,668,804	1,370,097
Total Net Assets	\$28,508,668	\$20,024,547

CONSOLIDATED STATEMENTS OF REVENUES AND EXPENSES

	Years Ended June 30,	
	1997	1996
Operating Revenues:		
Flower/Harvest Shows	\$ 5,339,649	\$ 6,696,007
Community Greening	1,925,657	1,722,010
Preview Dinner	914,850	900,836
Public Landscapes	326,864	338,292
Educational Services	487,666	485,902
Contributions/Bequests	296,184	124,897
	\$ 9,290,870	\$10,267,944
Operating Expenses:		
Flower/Harvest Shows	\$ 4,437,039	\$ 4,181,392
Community Greening	2,405,133	1,795,213
Preview Dinner	377,372	374,171
Public Landscapes	508,099	490,297
Educational Services	1,486,395	1,504,917
Special Projects	252,915	100,543
	\$ 9,466,953	\$ 8,446,533
Results of Operations:	-176,083	1,821,411
Investment Revenue:	881,441	772,326
Excess of Revenues over Expenses	\$ 705,358	\$ 2,593,737



COMMITTEES

Officers & Council

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Ann L. Reed
*Chair**

J. Liddon Pennock, Jr.
Vice-Chair

Herb Clarke
Vice-Chair

Charles N. Marshall
Treasurer

Kathleen G. Putnam
Secretary

Jane G. Pepper
*President**

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Anna Marie Amey,
ex officio

Susan Armstrong

Nila G. Betof

Jack Blandy

Thomas H. Bown 2nd

W. Thacher Brown

Morris Cheston, Jr.

Patricia Fox Feehrer

Donald L. Felley

Walter Fisher, Jr.

Hayward Ford

Henry L. Good

Sally Graham

Harry E. Hill

Barbara J. Kaplan

Anne Kellett

Sallie G. Korman

Tom Lederer

Richard W. Lighty

Sandy Manthorpe

Elizabeth P. McLean

J. William Mills 3rd

Robert W. Montgomery

Martha Morris

Patricia B. Sanders

Alan P. Slack

Mary Jo Strawbridge

Walter C. Taylor, Jr.

Barbara H. Teaford

Regina O. Thomas

Gloria Trower

Sharon Turner

Margaret Wallis

Patricia L. Wilson

Mary Lou Wolfe,

ex officio

Robert C. Young

Marc M. Zaharchuk

*The Chair of Council and the President service *ex officio* on all committees.

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W. Thacher Brown

Morris Cheston, Jr.

Walter Fisher, Jr.

Sallie Korman

Charles N. Marshall

Elizabeth P. McLean

J. Liddon Pennock, Jr.

Kathleen G. Putnam

Mary Jo Strawbridge

Patricia L. Wilson

ART MUSEUM LANDSCAPE RESTORATION

Ann L. Reed, *Co-Chair*

Kenneth S. Kaiserman,
Co-Chair

Cindy Affleck

Steven Ashbridge

Ernesta D. Ballard

Steve Bartlett

Alice Beamesderfer

Alan D. Bleznak

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J. Blaine Bonham, Jr.

D-J & Howard Brosius

Lloyd Brown

Lisa Carr

Morris Cheston, Jr.

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Stephanie Craighead

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F. Eugene Dixon, Jr.

James Donaghy

Donald L. Felley

Judy Foley

Wes Francis

Annette Friendland

Carol Gangewere

Milton Ginsburg

Dorrance Hamilton

Ann d'Harnoncourt

Barbara J. Kaplan

Tom Kennedy

James Kise



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Edison

CITY HALL
IN BLOOM

Volunteer Registration



Lamsback Floral Decorators' 1997 Flower Show major exhibit, *Over the River and Through the Woods*, celebrated the frolicking topiary teddy bears picnicking in a forest. Lamsback won the Best Achievement award in the floral design category for their fanciful party decorations, and the PHS Council Trophy for most accomplished display of forced plants and/or cut flowers.

Tom Kline
Sallie & Bert Korman
Carolyn Langfitt
Ed Lindemann
David Lipson
Sandy Manthorpe
Elizabeth P. McLean
William E. Mifflin
Martha Morris
Bob Morrone
Kitty Muckle
Kathryn T. Newland
Nancy Q. O'Donnell
Chris Palmer
J. Liddon Pennock, Jr.
Jane G. Pepper
H. Theodore Proudford 3rd

Henry H. Reichner, Jr.
Robert Montgomery Scott
Darrel Sewell
Kathy Sherrerd
Peter Simone
Stanley Tuttleman
Margaret Wallis
Susan P. Wilmerding
Kenneth Woodson
Marc Zaharchuk

AWARDS

Patricia Fox Feehrer,
Chair
Kathryn S. Andersen
Susan Armstrong
Martha Barron

Tina Colehower
Sally Graham
Betsy Gray
Richard W. Lighty
Elizabeth P. McLean
J. Liddon Pennock, Jr.
Claire Sawyers
Sandra C. Ward

AZALEA GARDEN PARTY

Georgia & Dick Doyle,
Chairs
Jood & Paul Thompson,
Vice-Chairs

Junior Committee

Kristine Coughlan &
Jason Lisi, *Co-Chairs*

Angela Berry & William Higgins, *Vice-Chairs*

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Donald L. Felley
Henry L. Good
William D. MacDowell
Charles N. Marshall
W. Bruce McConnell 3rd
J. William Mills 3rd
Kathleen G. Putnam
Ann L. Reed, *ex officio*
Robert S. Ryan
Roger J. Steinbecker
Barbara H. Teaford
Patricia L. Wilson

FLOWER SHOW

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Chair
Walter Fisher, Jr., *Vice-Chair*
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Anna Marie Amey
Jack Blandy
Thomas H. Bown 2nd
Morris Cheston, Jr.
Herb Clarke
G. Morris Dorrance, Jr.
Mark Eberhardt
Margo P. Eremus
Sally Graham
Paul Greco
David Green
Harry E. Hill
Anne Kellett
Robert Lamsback
Margarete Marvin
Susan A. Maxman
Bob McClintock
J. William Mills
J. Liddon Pennock, Jr.
Audrey Pfeilsticker
Lee M. Raden
Frank E. Reed
Bruce Robertson
Alan P. Slack

James B. Straw
John P. Swan
Paul Tickle
Sandra Ward
John Witmyer
Robert C. Young
Sandra G. Young
Patricia Fox Feehrer,
ex officio
Ann L. Reed, *ex officio*

PREVIEW DINNER

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Vice-Chair
D-J Brosius
Lloyd H. Brown
Rodney D. Day 3rd
Margo P. Eremus
Nancy E. Goldy
Bobby P. Grace
Dee R. Hillas
David P. Hollander
Angela M. Huggins
Janet M. Jones
Sallie G. Korman
Charles B. Landreth
Susan M. Levy
Bonnie F. McCausland
Leslie A. Miller
Karen F. Minyard
J. Brien Murphy
George Q. Nichols
J. Liddon Pennock, Jr.
Kathleen G. Putnam
Frank E. Reed
Mollie D. Slattery
Keith R. Straw
Robert C. Wallis

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Cynthia W. & Benjamin
R. Pierce, *Chairs*
Margaret R. & William
B. Wiederseim,
Co-Chairs

Junior Patrons

Robert C. & Anne F.
Clothier, *Co-Chairs*

Diane M. Morronne,
Co-Chairs
Christopher J.
Vassalluzzo

GOLD MEDAL PLANT AWARD EVALUATORS

Richard Hesselein, *Chair*
Darrel Apps
Richard L. Bitner
Tom Dilatush
William H. Frederick, Jr.
Sheila Gmeiner
William Heyser
Steven Hutton
Richard W. Lighty
Paul Meyer
Philip Normandy
Claire Sawyers
Charles Zafonte
Judith Zuk

HARVEST SHOW

Walter Fisher, Jr., *Chair*
Patricia Fox Feehrer,
Vice-Chair

HOTLINE VOLUNTEERS

Susan Armstrong
Richard Both**
Alice Doering**
Elizabeth Farley
Tam Hartell**
Louis Hood
Elise Payne
Dot Plyler**
Lee M. Raden
Alan Slack**
Irene Slater**
John Swan**
Mary Ann Thomas
Susan P. Wilmerding**
Mary Lou Wolfe
L. Wilbur Zimmerman**

** indicates more than 10
years of Hotline service

HUMAN RESOURCES

Nila G. Betof, *Chair*
Maureen Ginty
Russell O. Jones
Kathryn H. Levering
Leonard Marinaccio
Jennie K. Schumeyer
Walter C. Taylor, Jr.

JUNIOR FLOWER SHOW

Larry Stier, *Chair*
Camille Beyer
Runa Bhattacharya
Shirley Brown
Beth Dribben
JoAnn Fishburn
Kate Loal
Sandy Manthorpe
Maureen O'Hara
Lee M. Raden
Nitza Rosario
Sam Williams
Ingrid Montgomery,
ex officio

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Joan Z. Brinton
George R. Clark
Alice M. Doering
Elizabeth B. Farley
George M. Harding
Kitty Lapp
Elizabeth P. McLean
Sandra K. Myers
W. Gary Smith
L. Wilbur Zimmerman

MEMBERS

Patricia Sanders, *Chair*
Martha Barron
Richard Bitner
Fran Borie
Margaret P. Bowditch
D-J Brosius
Tina Colehower
Linda Fisher
Nancy Greenwood

Louis Hood
Barbara Juda
Margaret Krengel
Sylvia Lin
Carol McConomy
Melinda Moritz
Dot Plyler
Lee M. Raden
Alan P. Slack
Mary Ann Thomas
Margaret Wallis
Phyllis Weisman

NOMINATING

Morris Cheston, Jr.,
Chair
Sally Graham
Harry E. Hill
Martha Morris
Kathleen G. Putnam
Ann L. Reed
Mary Jo Strawbridge
Barbara H. Teaford

PHILADELPHIA GREEN ADVISORY BOARD

Ingrid Montgomery,
Chair
Clannie Berrian
Runa Bhattacharya
Iris Brown
Shirley Brown
Bettye O. Cam
C. Charles Carmichael
Linda Cruz
Carmen Delgado
Florie Dotson
Bill Ehrich
Rena Ennis[†]
Rosina Feldman
Johanna Fine
JoAnn Fishburn
Golde Fitzpatrick
Hayward Ford
Acia Gay
Trudy Gay
Delmer & Beverly Gill
Rosario Henshaw
Annie Hyman

Rasheeda Hyman
Lenora Jackson-Evans
Carol A. Janerette
Torben Jenk
Rosalind Johnson
John Lafley
Jim LaRosa
Tom Lederer
Adam Levine
Kate Loal
Dorene Martin
Dorsha Mason
Steve Maurer
Patsy McLaughlin
Darrin Moletta
Rita O'Kedas
Wyn Postell
Ann Reed
Alice Robertson
Tomasita Romero
James Stanley
Larry Stier
James Taylor
Marjorie Thornton
Sharon Turner
Sam Williams
Barbara Wolf
Beverly Woods
Jacquelyn Wright
Lily Yeh
Marc Zaharchuk

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Richard L. Bitner
Walter G. Chandoha
Judy Foley
Charles W. Heuser
Gene Jackson
Anthony A. Lyle
Robert McCracken Peck
L. Wilbur Zimmerman

[†] deceased



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Secretary

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Vice President, Programs

Alfonzo Brown
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Mail Specialist

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Janet Carter
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Sonia Castro
Community Greening
Administrative Assistant

Nathan Celko
Public Landscapes Intern

Linda Davis
Members Services
Coordinator

Linda Dickerson
Field Services Representative

Ann Domalevicz
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Elsa Efran
Shows Database Coordinator

James Engelbart
Conservator

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Librarian

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Eileen Gallagher
Project Manager

John Gannon
Executive Assistant to the
Vice President

LaRhonda Garlington
Financial Service Support

Elinor I. Goff
Library Aide

Eric Goldstein
Public Landscapes Project
Manager

Keith Green
Field Services Representative

Michael W. Groman
Community Greening
Manager

The Annual Book Sale, held concurrently with the Members' Plant Dividend, offers books on everything from care of trees, perennials and herbs to conquering slugs in your garden. In 1996, PHS members picked up 300 gardening books at the sale; the price must have been right!

photo by Ira Beckoff



Ellen Gross
Flower Show Special Events
& Marketplace Coordinator

Betsy Gullan
Membership Manager

Carl Haefner
Project Coordinator

Deborah Hall
Project Manager

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Secretary

Christine Howse
Project Coordinator

Mark Huber
Landscape Architect
Community Greening

Diane Humphries
Database Administrator

Dawn Johns
Administrative Assistant

Betsy Johnson
Administrative Services
Coordinator

Verlene Johnson
Project Manager

Jonathan Keogh
Special Horticultural Events
Coordinator

Lisa Kishi
Marketing Coordinator

Sally Kutyla
Members Activities
Coordinator

Anne Letter
Advance Ticket Sales
Coordinator

Carol Lindemann
Executive Assistant to the
President

Ed Lindemann
Shows Designer and Director

Mindy Maslin
Outreach Coordinator

Keith Maurer
Shows Operations
Coordinator

Sally McCabe
Outreach Coordinator

Elizabeth McGill
Office Coordinator

Marge Meer
Competitive Classes
Coordinator

Kathleen Mills
Shows Administrative
Manager

Brenda Miller
Project Manager

Michael R. Molloy
Finance Director

Connie Motto
Human Resources
Administrative Assistant

Ann Murray
Financial Services
Coordinator

Jeffrey Myers
Program Manager

Sandra K. Myers
Cataloger

Flossie Narducci
Special Events Manager

Kathryn Newland
Public Landscapes Manager

Nancy O'Donnell
Public Landscapes Project
Manager

Tom Petrik
Financial Analyst

Susan Phillips
Program Manager

Eva Ray
Program Services Manager

Claudia Rayer
Human Resources Manager

Shani Risien
Receptionist

Joseph P. Robinson
Technical Support Specialist

Maitreyi B. Roy
Parks Program Project
Manager

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Hospitality Coordinator

Patricia Schriever
Outreach Manager

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PR & Marketing
Administrative Assistant

Joseph Soprani
PR & Marketing
Administrative
Coordinator

Lisa Stephano
PR & Marketing Manager

Mark Teller
Field Services Manager

Clara Troilo
Clerical Support/Receptionist

Rogette Tucker
Field Services Representative

Anne Vallery
Creative Services Coordinator

Cheryl Walker
Outreach Administrative
Assistant

Anne Weiss
Secretary

Jacquelyn Wright
Outreach Intern

Ellen P. Wheeler
Preview Dinner Coordinator

Veronice Whiten
Receptionist

Winfred Young
Field Services Representative

The Gardener's Studio



THE
PENNSYLVANIA
HORTICULTURAL
SOCIETY



Gerald Robbins, an award-winning horticultural class exhibitor and a volunteer for The Gardener's Studio, demonstrates how to make herbal standards and topiaries to Flower Show visitors. The Studio, located in two places on the Show floor, brought visitors to a halt for the 165 mini-lectures and question and answer exchanges.

photo by David Swanson



An unidentified youngster uses the Johnson Homes Vegetable Garden as a site to play in the cabbage patch where cabbages are almost as big as she is.

photo by Ira Beckoff